



TOU ME&O OVERVIEW

FEBRUARY 20, 2019

EXECUTIVE SUMMARY

Time of Use (TOU) is recognized to be an important transformation for both the Investor Owned Utilities (IOUs) and California's residential electricity customers, requiring both local and Statewide communication efforts to explain the changes that will take place as well as potential benefits to consumers.

As the California Public Utilities Commission (CPUC) and three IOUs – Pacific Gas & Electricity (PG&E), San Diego Gas & Electricity (SDG&E) and Southern California Edison (SCE) – begin introducing a new TOU rate design for electricity for residential customers, a Statewide ME&O communications strategy and communication campaign has been mandated to provide needed context and behavior education to ultimately prime consumer acceptance of the transition with a focus on key Critical Customer Groups that will be impacted the most.

This document outlines the collective ME&O Statewide work to date, focusing on the SDG&E market test. The pilot in San Diego will give the CPUC and the Working Group opportunities to test and learn prior to the larger Statewide launch in the SCE and PG&E territories starting in late 2020.

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INTEGRATED TEAM

Outlines roles and responsibilities for the DDB Group and IOUs

BACKGROUND

Provides context from the Decision in regards to the ME&O Statewide Campaign, discusses EQ and IQ communications as well as success measures

COMMUNICATION ARCHITECTURE AND METRICS

Details EUC Communication Architecture and Campaign Metrics

TARGET AUDIENCE AND STRATEGIC APPROACH

Focuses on Target Audiences including Critical Customer and Multicultural Groups as well as the strategic objective of moving customers from apathy to action will be implemented

HOLISTIC MESSAGING CADENCE

Outlines messaging cadence in the San Diego Test Pilot Market and Statewide

CREATIVE BY CHANNEL

Final Vision creative and Work In Progress TOU Creative

CBO AND MEDIA RELATIONS

Snapshot of activity, partners and outreach planned

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Identifies work to date and work to come

APPENDIX

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PAID MEDIA OVERVIEW

EVALUATION PLAN

INTEGRATED TEAM RESPONSIBILITIES **DDB GROUP + IOUs**



Strategy and Creative Development – Integrated approach to Creative Communication and Messaging



Paid Media

Reach the broad audience

Mass & Targeted Media Channels including:

- Video (TV+/Online Video)
- Digital
- Social
- Audio
- Print
- Out-of-Home
- Paid Search



Community Outreach

Reach Critical Customer Groups through offline and digital channels

Community Based Organizations including:

- Community
- Faith and Cultural Based Groups
- Advocacy Groups
- Events



Earned Media/PR

Educate the public through trusted information and news sources

Public Relations Channels including:

- News Media
- Thought Leadership
- Influencers



Multicultural

Ensure messaging resonates with Hispanic and Asian communities

RESEARCH PARTNERS



MillwardBrown



Default Transition:
March '19 – Dec '19



Default Transition:
Oct '20 – Dec '21



Default Transition:
Oct '20 – Dec '21

Provide specific details about the individual bill impact, solutions, and rate/pricing plan options

One-to-One Channels including
Direct Mail, Outbound Calling,
Inbound Calling

BACKGROUND FROM THE DECISION 17-12-023

“The Statewide campaign will be high-level, emotion-based, and provide Californians with the context for the changing rate structure and a vision to rally around.”*

*“Provides a neutral explanation of TOU divorced from the utility and its perceived potential profit motive.”***

EQ: State Energy Pride

Statewide outreach provides the “halo” in the marketplace

Inspire customers and give them context for a new relationship with electricity, and to provide IOUs with needed “air cover” for proper TOU positioning:

- Provide context for the change
- Reason to care about TOU
- Actionable behavior shifts

Emotion Drives Behavior Change

Inspiring People to Care



“Keep America Beautiful”

Using a Mnemonic Device



“Litter Bug”

Appealing to State Pride



“Don't Mess with Texas”

IQ: One – One

IOUs connect with customers on an individual level

IOUs will harmonize with the Statewide message and communicate directly and personally by sharing:

- Individual anticipated bill impact information
- Specific mitigation tools to help reduce negative impact – ways to save
- Encourage customers to take action
- Provide rate options

Multi-Touch Campaign



Outcome: Success Measures

Two track approach to ensure customers are emotionally engaged, well informed, and make sustained behavior changes

Statewide Vision Metrics:

- Engagement – Californians feel a personal connection to electricity and feel strongly that it is important to be thoughtful about when and how much they use
- Rate Choice – Customers are on the rate that is right for them
- Action – Customers on TOU rates sustain at least one significant peak reduction action for 12 months after defaulting to the TOU rate

ENERGY UPGRADE CALIFORNIA COMMUNICATION ARCHITECTURE AND METRICS

In order to spur long-term action, our two track plan expanded into three messaging categories in our Communication Architecture: designed to ignite state pride (THE WHY), give an introduction to Peak-Shifting behaviors (THE HOW) and raise awareness of “Rate Choice” through direct IOU outreach on a 1:1 basis.

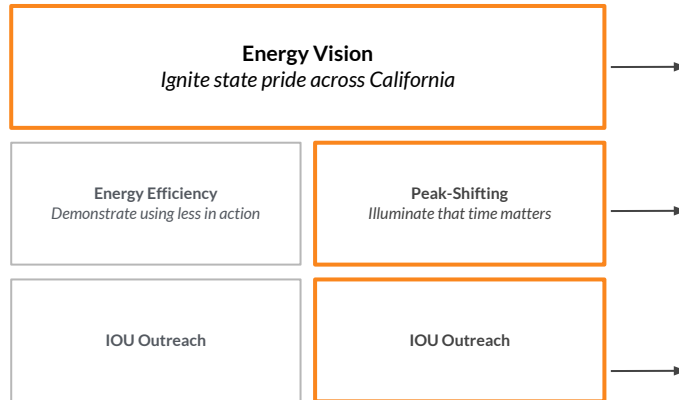
COMMUNICATION ARCHITECTURE

From “Belief to Behavior,” our campaign will include a Vision message to instill Californian pride centered on using energy better, and then illuminate that “time matters” through messages about specific Peak-Shifting behaviors. Then hand-off to IOUs who have a more direct relationship with Rate Payers, to talk about changing bills and consumer options.

Energy Upgrade California

Belief

Behavior



METRICS SCORECARD

A Metric Scorecard was developed with ME&O partners to pinpoint specific metrics to measure Engagement, desirable long-term Actions and Rate Choice.

Focus	Metrics	Responsible Party	Submetrics That Contribute to the Vision Metrics
Engagement	% of Californians feel a personal connection to electricity and feel strongly that it is important to be thoughtful about when and how much they use	Statewide	% of customers who strongly agree that they have a personal connection with their electricity use
		Statewide	% of customers who agree that it is important to thoughtfully manage their electricity use
		Statewide	% of customers who strongly agree that how much electricity they use at certain times of day matters
Action	% of IOU customers on TOU rates who sustain at least one significant peak reduction action for 12 months after defaulting to the TOU rate	IOUs/Statewide	% of customers who are motivated to reduce peak-load use
		IOUs/Statewide	% of customers who indicated they will take peak-load reduction actions in the future
		IOUs/Statewide	% of customers who cite significant peak-load-reducing behaviors
Rate Choice	% of IOU customers who are at the “right rate” for them	IOUs	% of customers who are aware that they have rate choices
		IOUs	% of nonexempt customers (as defined by Commission Decision) who remain on the TOU rate 15 months after default (3 months after bill protection ends)
		IOUs	% of customers who are satisfied with their rate

TOU CUSTOMER COMMUNICATION STRATEGIC APPROACH + TARGET AUDIENCE

Main Objective: Use Statewide Marketing to Move Customers from Awareness to TOU Behavior Change

- Move unengaged Californians from apathy to action by giving them the context and reason to care about when they use energy
- Understand the needs of the diverse target audience
- Ensure everyone understands how they contribute and soften the ground for IOU outreach

TARGET AUDIENCE



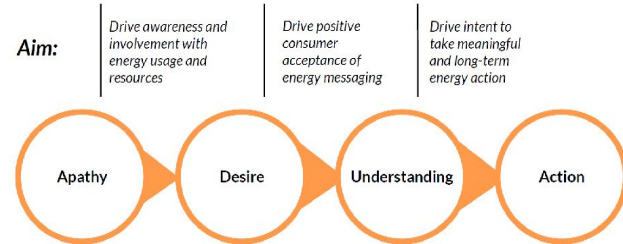
EUC Targets Segments

Three key customer segments, who are primarily defined by their views and motivations, and who total 52% of California's adult population.

Critical Customer Groups

Target the Critical Customer Groups with low cost/no cost behavior change tips to help them be successful on TOU and in their language. Targeted communications will be developed in English, Spanish, Chinese, Korean, Tagalog* and Vietnamese.

STRATEGIC APPROACH



Objective:

- Deliver a Statewide rally cry around energy
- Debut new energy management opportunities
- Demonstrate how we all benefit and can participate

TOU STRATEGIC APPROACH

Give Californians context and a reason to care about TOU in order to move them from apathy to meaningful, long-term action.

- Evoke personal connection to the future of CA
- Ensure that everyone understands they need to change behavior to protect CA
- Illuminate that the time you use matters and raise awareness of 4-9PM* peak time

Chapter 1: The Launch Idea Statewide Energy Vision | “The Why”



Chapter 1 “The Why”

Provide the context and inspire customers about “why” the change is needed. A Statewide vision will prime consumer for the TOU conversation by introducing a new understanding of “using energy better.” Ideally, 12 months prior to the transition.

Opportunity – 12 month prior to transition

- Build a strong sense of pride and responsibility to use energy wisely
- Deliver a positive message about protecting our state
- Recognize our individual and social responsibility

Complete

Chapter 2: Behavior Change Idea Peak Shifting | “The How”

In Development



Chapter 2 “The How”

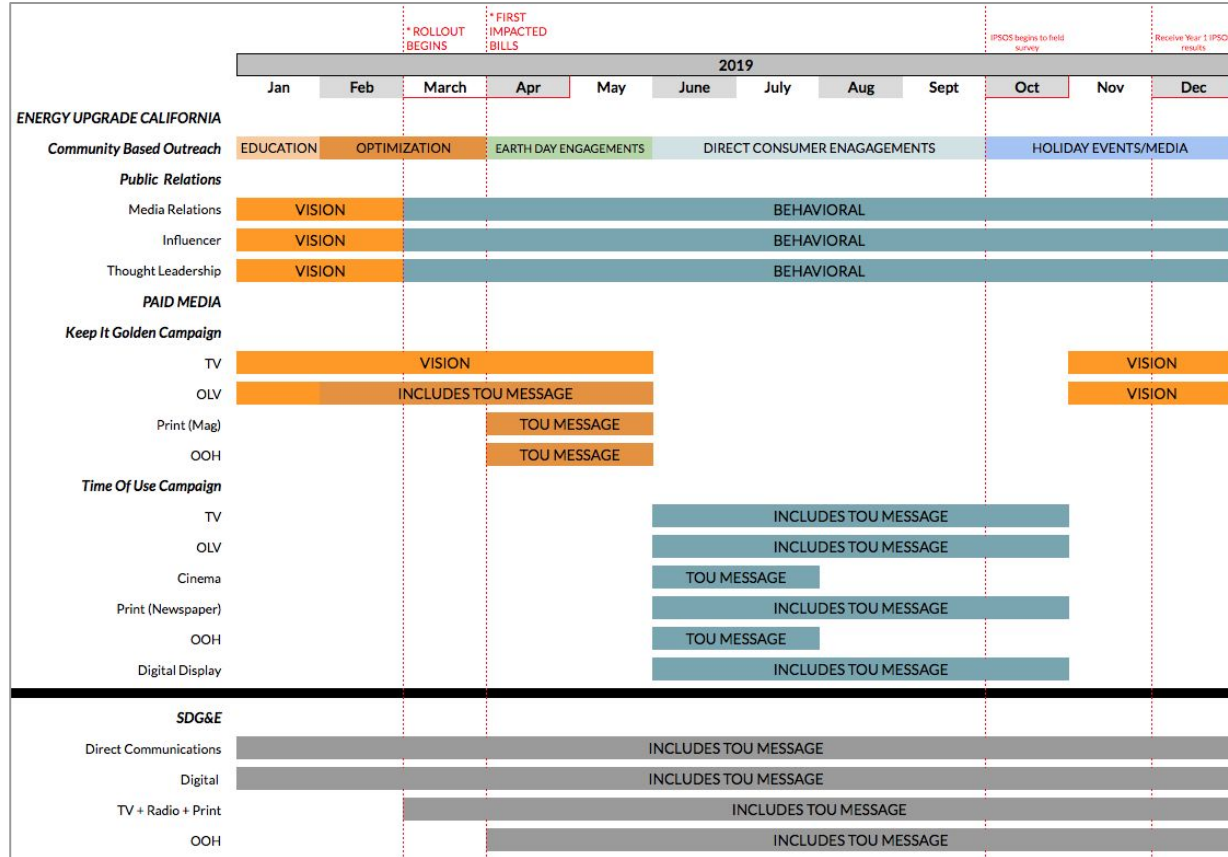
Encourage customers to rally and take action. Peak shifting will reinforce the need to use energy differently. Behavioral elements will demonstrate how to “use energy better.” Strategically timed in alignment with when customers are likely to notice an impact in their bill and are most likely to make behavior changes.

Opportunity – 5 months timed around when customers will mostly make changes

- Demonstrate when and how Californians can shift their energy use in a crystal clear way
- Telegraph our message in a memorable way that drives an intent to act

MESSAGING CADENCE **SDG&E TEST PILOT MARKET**

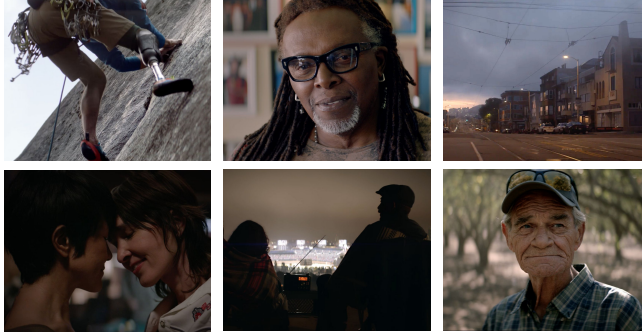
This chart outlines all of the activity and channels throughout 2019 in the San Diego Test Market Pilot.



ENERGY UPGRADE CALIFORNIA **TOU VISION CAMPAIGN CREATIVE**

Video (TV and Online Video)

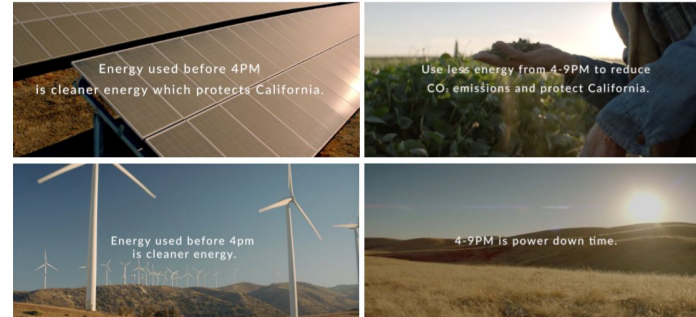
TV provides a broad reach storytelling platform that can inspire behavior change. Online videos intercept key audiences in their preferred content, context and language.



Peak Shifting: Illuminate that Time Matters

A series of “Grid Fact” online videos in :15 & :06 second format lengths will begin to introduce the Peak Shifting message; produced in English and Spanish.

California Energy Vision: Igniting State Pride
 “39 Million Heirs” airs on broadcast :60 & :30 second format lengths; produced in English and Spanish. The :30 second and a :15 second length spot also run in online video placements; produced in English and Spanish.



Timing: Oct '18 – Dec '19 in SDG&E Territory; March '19 – Oct '21 Intermittent in SCE & PG&E Territories

ENERGY UPGRADE CALIFORNIA **TOU VISION CAMPAIGN CREATIVE CONT...**

Print: Magazines & Newspapers

Magazines augment reach through customers' passion points (sports, food, entertainment). Newspapers deliver customers in English (GM) as well as multicultural customers in Spanish and Asian languages.



Body Copy: Promise to do everything in your power to protect it by using energy in better ways.

CTA: EnergyUpgradeCA.org

Timing: April in SDG&E Territory
(GM Magazine Only)



Body Copy: Californians struck gold with clean energy, but it's on you to use it. Energy is cleanest before 4PM and after 9PM. When you use energy at the right times you show California just how much you treasure it.

CTA: EnergyUpgradeCA.org

Timing: May in SDG&E Territory
(GM Magazine Only)

Out-of-Home

Attention-grabbing, multi-format vehicle that can blanket a market engaging with and reminding customers in their preferred language.

Standard Billboards (GM/Spanish/Chinese/Vietnamese/Tagalog) (CTA: EnergyUpgradeCA.org)



High-Impact Custom Billboard (GM)



Sub Copy: Using energy before 4PM helps power a cleaner California.

CTA:
EnergyUpgradeCA.org

Custom Train Wrap (GM)



Timing: April – May in SDG&E Territory

ENERGY UPGRADE CALIFORNIA **TOU BEHAVIOR CREATIVE** | **WORK IN PROGRESS**

- TOU Behavior Creative will bring the strategic idea of “Illuminate That Time Matters” to life, first in the SDG&E Market starting in June 2019
- Paid Media includes TV, Online Video, Digital, Social, Print, Out-of-Home, Audio, Activations/Experiential



“LANDMARKS OF WAITING”
:30 TVC



“TOGETHER, TURNED OFF”
:15 OLV



MAGAZINE

BUS WRAPS



ACTIVATION

COMMUNITY BASED ORGANIZATIONS OUTREACH | **TOU EDUCATORS**

The Statewide CBO channel is activating influential Community Based Organizations that connect with our Critical Customer Groups to educate their community members on Time of Use, while working in concert with the Statewide Media and IOU outreach efforts.

In 2019, Educators will reach approximately 983,500 Californians across the state with a focus on Critical Customer Groups

Critical Customer Groups:

- Low-Income
- Multicultural
- People with Disabilities
- Low-Income Seniors



Time of Use Educators specialize in outreach to a wide range of communities, ensuring we reach a broad spectrum of Californians

This includes:

Faith Based Groups
Disability Rights Proponents
Local Community Resource Groups
Educational Groups
Senior Advocacy Groups
Minority / Indigenous Community Advocates

SELECTED STATEWIDE AND SDG&E **COMMUNITY PARTNERS**

Snapshot of the selected Community Based Organizations and the communities they serve. Highlighted in light orange are the organizations that have presence in the SDG&E market.

<i>Low-Income</i>	<i>Low-Income Seniors</i>	<i>Multicultural</i>	<i>People with Disabilities</i>
<ul style="list-style-type: none"> • 2-1-1 San Diego • Alliance to Save Energy • California Council of the Blind • Churches in Action • City Heights Community Development Corporation • Deaf Community Services of San Diego, Inc. • NAACP & California Black Chamber of Commerce • American GI Forum Education Foundation of Santa Maria • Clergy and Laity United for Economic Justice & American Muslims for Sustainability • Community Resource Project • Community Services & Employment Training, Inc. • San Joaquin Valley Clean Energy Organization 	<ul style="list-style-type: none"> • 2-1-1 San Diego • City Heights Community Development Corporation • Congress of California Seniors • Deaf Community Services of San Diego, Inc. • Clergy and Laity United for Economic Justice & American Muslims for Sustainability • Community Resource Project • Community Services & Employment Training, Inc. (CSET) • Resources for Independence Central Valley • San Joaquin Valley Clean Energy Organization 	<ul style="list-style-type: none"> • 2-1-1 San Diego • Alliance to Save Energy • Asian Pacific American Leadership Foundation and California Hispanic Chambers of Commerce • Churches in Action • City Heights Community Development Corporation • Deaf Community Services of San Diego, Inc. • American GI Forum Education Foundation of Santa Maria • Clergy and Laity United for Economic Justice and American Muslims for Sustainability • Community Resource Project • San Joaquin Valley Clean Energy Organization 	<ul style="list-style-type: none"> • 2-1-1 San Diego • California Council of the Blind • Deaf Community Services of San Diego, Inc. • Community Resource Project • Resources for Independence Central Valley • San Joaquin Valley Clean Energy Organization

ADDITIONAL KEY CBO INTEGRATIONS AND TOUCHPOINTS

CBOs are trusted voices in their regions and communities that will bring the critical message of Time of Use to hard-to-reach audiences. In addition to TOU Educators and effective 1:1 tactics, the below integrations help close the loop with these important audiences.

PR Integration

- DDC and Ketchum work in tandem to find the proper localized media and the appropriate CBO voice to bring the EUC message to broader communities
- The use of a CBO voice in media opportunities aids EUC's PR goals by personalizing the message

Social Integration

- DDC and DDB will align themes and messaging to connect the broader EUC message to CBO messaging for their audiences
- Support online social conversations and efforts through re-tweets, shares, likes, etc.

CPUC Integration

- DDC will coordinate with CPUC leadership to involve them in CBO opportunities such as presentations, events, community gatherings, etc.

IOU Integration

- DDC and IOUs will coordinate efforts and discuss partnering opportunities during scheduled monthly calls
- Provide support for one another in community facing efforts when appropriate
- Designate point-of-contacts to ensure easy and open lines of communication between organizations

PUBLIC RELATIONS

Role: To educate the public and increase media conversations across the state to move Californians from apathy to action.

Objectives

Vision

Build awareness of the Statewide Vision for clean energy use and individual behaviors through earned media, influencer engagement and thought leadership.

Behavior

Educate Californians on relevant behaviors through media relations, thought leadership and influencers.

Key Messages

Vision PR Messages

Energy Upgrade California®, a Statewide initiative committed to helping Californians take action to save energy, has developed a public education campaign focused on a new energy vision for California.

It isn't just about reducing energy use in homes and places of business. It is about making sure you are using cleaner energy when it is available.

Cleaner energy is mostly available when the sun is up and the wind is blowing so most residents already have access through their current electricity providers.

By doing our part (as Californians) to use cleaner energy, we are protecting the things and places that we love for future generations.

Behavior PR Messages

Cleaner energy is mostly available when the sun is up and the wind is blowing so most residents already have access through their current electricity providers.

Energy Upgrade California® is encouraging all Californians to initiate energy savings and conservation practices during the hours of 4 to 9PM

There are many easy ways to take control of your energy use including:

- Turning off all but essential lighting
- Charging your devices overnight
- Using less hot water by operating washing machines and dishwashers during off-peak hours or on cold water

Strategies & Tactics

Media Relations

- Develop storylines to educate the public on the state's clean energy goals, behaviors to access clean energy, and resources for more information on using cleaner energy.
- Conduct outreach to print, broadcast and online media outlets in the SDG&E territory, tailoring stories to appeal to different news beats (e.g., general consumer, home improvement, lifestyle & entertaining, health & wellness, sustainability, etc.).
- Position EUC as an educational resource for media outlets/reporters through relationship-building activities (e.g., editorial boards, briefings, FYI updates, etc.).
- Leverage key cultural and news moments to pitch stories (e.g., New Year's Resolutions, Daylight Saving Time, etc.).

Thought Leadership

- Work with EUC partners to develop op-eds, letters to the editors and co-authored pieces of content to deliver vision and behavioral messages through voices that are relevant to different segments of the general public (e.g., multicultural, seniors, disability, etc.).
- Amplify EUC messaging and participation in regional/local events, panels and other speaking opportunities.

Influencers

- Engage local personalities across segments of the public (e.g., parenting, DIY, meteorologists, multicultural, health/wellness, etc.) in the SDG&E territory to amplify EUC messaging through original content to educate the public on what it means to utilize cleaner energy and how to access it.



PR SNAPSHOT **SDG&E TERRITORY ROLLOUT**

JANUARY | Focus on Vision Messaging

- Use New Year's resolutions to frame public desire to use cleaner energy (i.e. Make a Resolution to Use Cleaner Energy); conduct proactive outreach, with the goal of securing media coverage.
- Follow-up with existing reporter relationships to provide updates on March rollout to the Time of Use rate plan, with the goal of educating media and positioning EUC as an educational resource on cleaner energy use.
- Create news release template announcing CBO partnerships conducting public education on Time of Use rate plan; release will ensure messages are aligned with EUC, but will be tailored to reflect each CBO's activities and distributed by the CBO.

FEBRUARY | Reinforce Vision + Introduce Behavior Messaging

- Use Groundhog Day to frame behaviors that help the public access cleaner energy (i.e. Tips to Help Transition to Cleaner Energy for Spring); conduct proactive outreach, with the goal of securing media coverage.
- Identify media stories relevant to clean energy/Time of Use and tailor an EUC pitch to educate the reporter on the connection between the topic and the campaign; position EUC as a future resource.
- Ongoing follow-up with existing media relationships to provide updates on March transition to Time of Use rate plan, with the goal of educating media and positioning EUC as an educational resource on cleaner energy use.

Pre-Rollout Announcement

- Distribute multi-media release in English and Spanish via wire; includes press release, fact sheet, campaign visuals and related content (will also be available on EUC website).
- Brief key reporters at regional media outlets on the EUC campaign (mission, goals, activities) to educate on upcoming transition to Time of Use and shape editorial development.

MARCH - MAY | Rollout

- Distribute audio news release in English and Spanish to radio stations in SDG&E territory.
- Conduct media tour in San Diego in March with a campaign personality to generate media and public interest.
- Activate social media influencers to engage and educate the public with creative tips tailored to their lifestyles.
- Use Daylight Saving Time, Earth Day, Memorial Day and other cultural moments to frame behaviors that help the public access cleaner energy (i.e. Time Matters: When You Use Energy Helps You Access Cleaner Energy); conduct proactive outreach, with the goal of securing media coverage.
- Ongoing follow-up with existing reporter relationships to provide updates on Time of Use rollout in San Diego, with the goal of educating media and positioning EUC as a resource for more information on clean energy use.

Media Relations



Thought Leadership



Influencer



SIGNIFICANT REACH ATTAINED SO FAR IN SAN DIEGO

PRELIMINARY DATA: OCTOBER 15, 2018 - JANUARY 2019

PAID DIGITAL MEDIA

5.5M impressions

Over

3.8M video completes with CNN

being the best performing partner in terms of video completion rates

BROADCAST

1.6B impressions

General market ages 25–54

301.3M impressions

Hispanic market ages 18–49

COMMUNITY ACTIONS TO DATE IN SDG&E:

- Canvassing of neighbors
- Outreach to senior centers and schools
- Flyer distribution
- Event tabling

PR ACTIONS TO DATE IN SDG&E:

- Media outreach to general and multicultural media
- Briefings scheduled with San Diego Union Tribune and 10 News ABC San Diego
- Placed three stories securing 640,000 impressions

TOU STATEWIDE IMPLEMENTATION PLAN

STRATEGY ALIGNMENT

COMPLETE

- ✓ Blueprint Update
- ✓ Revised Budget
- ✓ 2019 Media Plan
- ✓ Conducted CBO RFP and Contracted with 16 Organizations
- ✓ Established Vision Metric Targets
- ✓ Alignment with IOUs
- ✓ Creative Testing
- ✓ Multilanguage Tactics

Deliverables:

- ✓ Updated Blueprint
- ✓ Chapter 1 Vision – “Ignite State Pride”
 - ✓ TV+, Digital Ads
 - ✓ Print
 - ✓ Out of Home
 - ✓ Website

SDG&E TEST PILOT ROLLOUT

IN PROGRESS

- Development of Chapter 2 creative “Illuminate That Time Matters”
- Customer Testing
- Collaboration with SDG&E
- Integration with CBOs and PR
- Integrating TOU into JCAP
- 2020 Media Planning
- Campaign, Media and Messaging Optimization
- CBO Implementation
- PR Outreach

Deliverables:

- SDG&E Marketing Pilot Plan and Statewide Plan
- Vision 2.0

SCE & PG&E ROLLOUT

UP NEXT

- Apply learnings from SDG&E Test Market Pilot to inform creative and media mix
- Optimize based on Ipsos results
- Monitor campaign performance and optimizations
- CBO Implementation
- PR Outreach

Deliverables:

- Statewide Default Marketing Strategy & Plan



WE ARE HERE

JAN - DEC '18

JAN - DEC '19

2020 - 2021



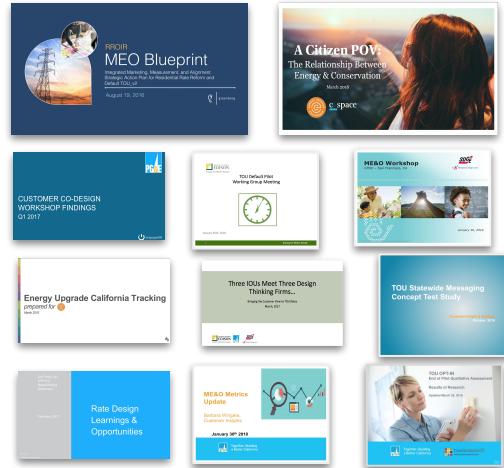
THANK YOU



APPENDIX

BACKGROUND RESEARCH **FURTHER INSPIRED OUR FOUNDATIONAL PLAN**

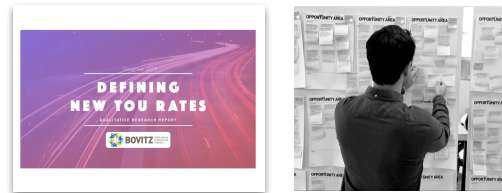
Broad Range of ME&O Research Inputs



DDB Group analyzed a range of existing and commissioned research studies, integrated findings, and used insights to drive our strategic approach.

Source: Various Rate Reform studies supplied by CPUC, IOUs and DBS

Design Thinking Identified Key Needs



TOU research uncovered that Rate Payers want...

- To understand THE WHY behind rate plans
- To be inspired & motivated to change
- To know their community/neighbors are changing too
- Simplicity is key in communication
- To be educated on actions/steps (teach my kids/my family)
- Reassurance they are doing it right (feedback loops)

Source: IOU Design Thinking studies

Behavioral Science Led to an Architecture



Using behavioral science from Nobel Prize winner Richard Thaler and Behavior Change research from Stanford's B.J. Fogg and Habit expert Charles Duhigg, EUC's approach to marketing recognizes that consumer decisions are heavily influenced by emotions, triggers, and cognitive blind spots.

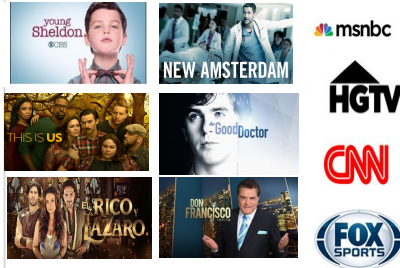
Source: Various books and academic studies

PAID MEDIA | MESSAGE AWARENESS & INTENT CHANNELS

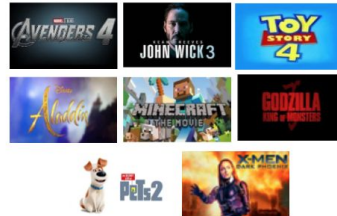
SDG&E's test pilot leverages a multi-channel mix to (1) create noise as we kick off 'The Why' and 'The How' chapters, and (2) reinforce 'The How' actions through reminders

- Who: SDG&E territory Adults 18+, ensuring delivery of Critical Customer Groups and EUC Target Segments
- Where & When: SDG&E territory with Vision October '18-May '19 and TOU Behavioral May/June-October '19

Television +



Cinema



Digital



Print



Outdoor



Plan Summary

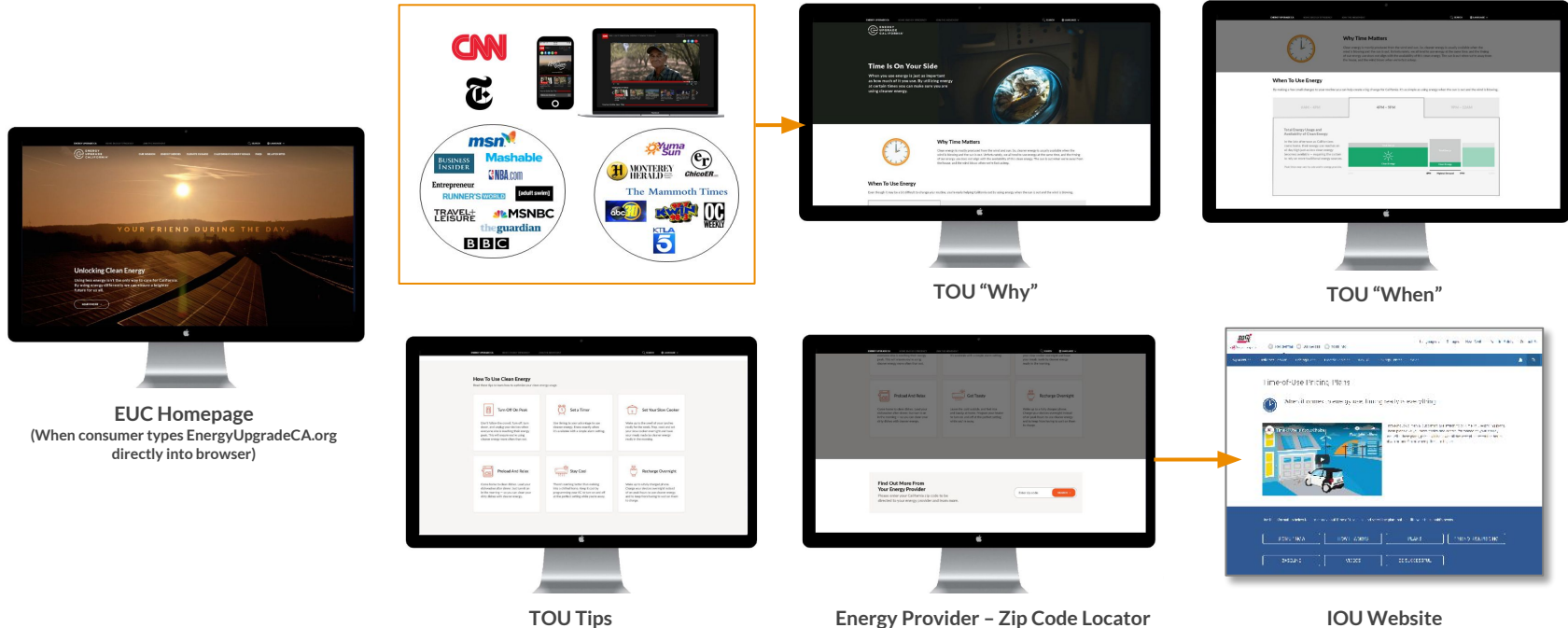
- Budget: \$8.45MM (13% of \$65MM*)
- Vehicle customization to territory including zoned cable and unique out-of-home
- Plan reaches ~ 85%+ of Adults 10+ times every quarter
- SDG&E priority multicultural groups reached via preferred in-language channels
- Statewide and IOU plans will work together holistically and efficiently

*Excludes agency commission and staffing fees

ENERGY UPGRADE CALIFORNIA **TOU DIGITAL CUSTOMER JOURNEY**

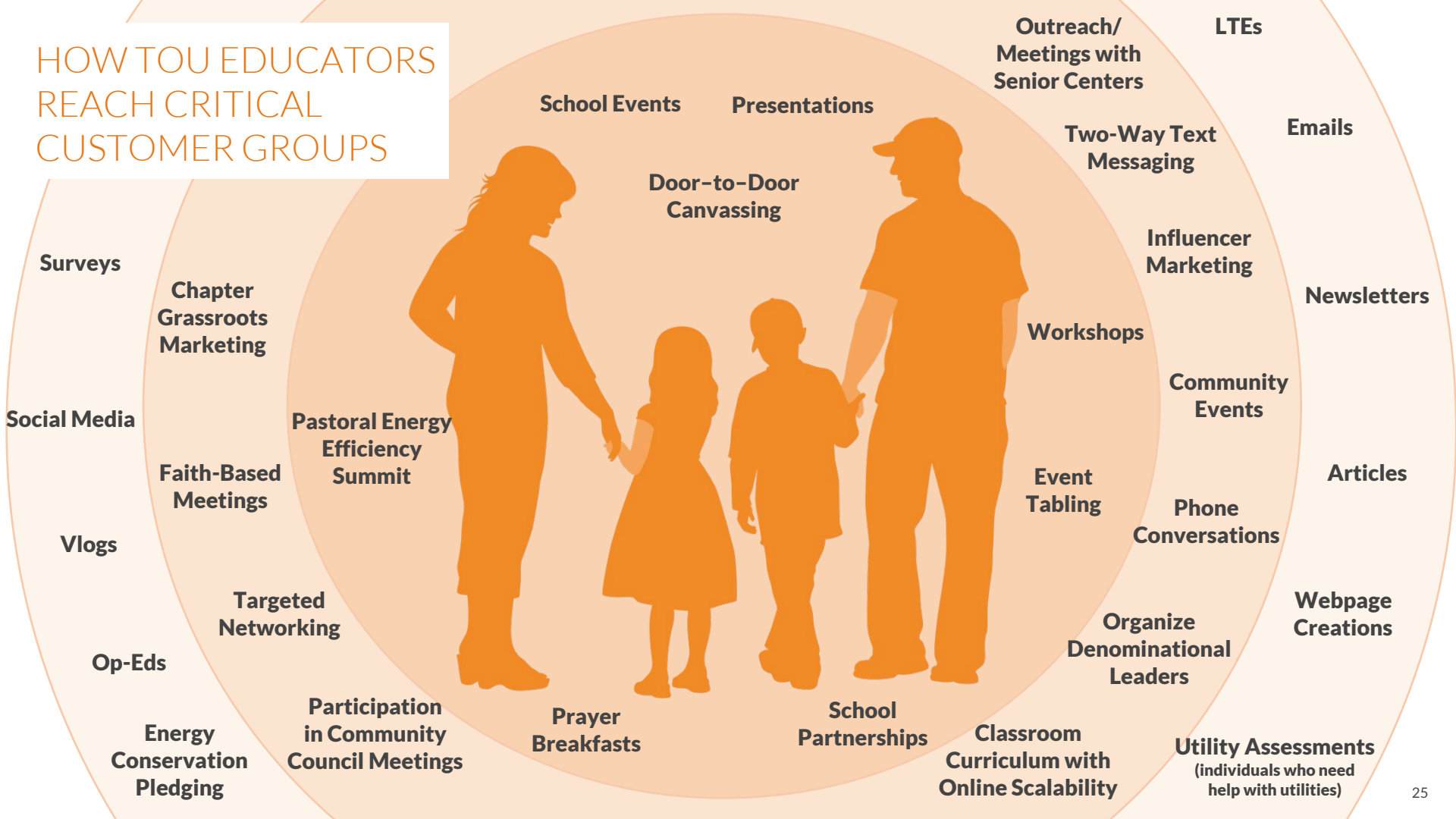
EUC Website

All Statewide Paid Media channels will highlight the EUC website URL. Online channels link directly to the TOU landing page for consumers to learn more about the initiative: why it matters, what they can do and get more information from their local utility.



Timing: Website is Live

HOW TOU EDUCATORS REACH CRITICAL CUSTOMER GROUPS



ONGOING RESEARCH | TEST, LEARN AND OPTIMIZE

Qualitative Learning & Optimization



In order to optimize messaging, we use a dedicated online discussion-board community of 300 Californians from across the state (C-SPACE). In 2019 and beyond, we plan to bring in new partners to further refine our audience optimizations.

Moving Forward We Will

- Continue to use tools and discussion board style platforms to further refine language and the nuance of how we communicate TOU
- Bring in new qualitative partners like Instapanel (video interviews) and Pulsar (social listening) to study specific audiences (i.e. San Diegans, Critical Customer Groups) as work goes live
- Balance qualitative learning with quantitative validation to get a more complete picture

Quantitative Testing & Validation



Following qualitative research, we will validate our messages with quantitative, with robust sampling to ensure our messages resonate with our intended audiences and communicate the desired information adequately.

Moving Forward We Will

- Continue to test our creative ideas and concepts using a representative sample of the population of Californians (matched to census)
- Add new tools in the mix for more robust validation (PollFish / Suzy / Pop Research)
- Explore subgroups and audiences in specific geographies and demographics to further optimize our overall learning

Statewide Brand & Advertising Tracking



Two times a year, we will field our brand tracker (DB5 – Jan and July) and media effectiveness study (Millward Brown - May and Oct) to gauge performance Statewide in preparation for official evaluation (Ipsos).

Moving Forward We Will

- Increase DB5 sampling to add greater precision in San Diego (N=500) and an additional focus on our Critical Customer Groups (n=450) per wave
- Sync efforts with both Ipsos and Opinion Dynamics as the official and independent evaluators of our efforts
- Dig into these datasets (DB5 especially) to identify audience opportunity – i.e. audiences that are resonating and those lagging behind with adoption of our messages

EVALUATION OF VISION STATEWIDE METRICS



TIMELINE

- 2018** Collecting baseline data, determining alignment of results to existing research (e.g., Hiner, DB5, RIA)
 - Statewide and IOU level
- 2019** Statewide evaluation (SW campaign) and deeper look at SDG&E campaign (SW + IOU campaign)
 - 2018 vs. 2019 for the Statewide (CA, SCE, and PG&E)
 - 2018 vs. 2019 for SDG&E (EUC + IOU) performance
 - Attribution of Vision Metrics changes within the SDG&E region, understanding which touchpoints drove with metrics (to provide guidance to SCE/PG&E)
- 2020** Statewide campaign evaluation (2 years in), re-baseline for SCE and PG&E (before IOU comms), and a 1-year post-TOU for SDG&E
 - 2020 vs. 2019 vs. 2018 for SCE and PG&E to determine impact of Statewide campaign before IOU communications launch
 - 2020 vs. 2019 vs. 2018 for SDG&E to determine if gains/lack thereof from 2019 are maintained or enhanced
- 2021** Statewide campaign evaluation (3 years in), deeper look at SCE/PG&E campaign (SW + IOU campaign)
 - 2021 vs. 2020 for SCE and PG&E to determine impact of IOU communications on Vision metrics
 - 2021 vs. 2018 for all IOUs and CA to determine impact of campaign overall

EVALUATOR METRICS AND APPLICATION

Following each roll out, a variety of campaign learnings and optimizations will be applied to subsequent regional efforts.

Our “gold standard” for evaluating in-market success is a pre-post comparison. Each year, we will be looking at a weighted CA-wide and IOU trend in engagement, rate choice and action.

To understand what drives year on year change we will:

- Identify which specific communication has been noticed by people
- Quantify contribution of each execution to change in Vision Metrics
- Group executions by SW and IOU campaigns to identify campaigns' impact

If the campaign does not drive change on the VMs, we'll look at the blueprint and campaign performance to determine what steps were missed.

- Compare campaign against the blueprint path:
 - Are the steps rolled out in the order they were supposed to be
 - Had the previous step been successfully established before we moved to the next step
- Look into campaign performance:
 - Does communication have enough breakthrough power
 - Is it attributed to the brand/program correctly
 - Is message understood, relevant and corresponds to a correct step along the pass